



CHROMALIN BIRD

Resilient Floor Coverings

BIRD & SON INC., EAST WALPOLE, MASS.



BIRD CHROMALIN

A New Outstanding Improvement in Medium-Priced Resilient Floor Coverings



A magnifying glass shows how the color goes through to the back.

Chromalin is an entirely new type of medium-priced resilient floor covering which has been tried and proved by extensive test installations over a period of from six to eight years. It has both artistic and wearing qualities which are peculiarly its own and compares well with much higher priced resilient floor coverings. Chromalin is a patented product, developed in our own Research Department.

The tread or wearing surface consists of a tough, carefully compounded mastic made of very finely ground materials, the particles of which are held together by extremely strong nitro cellulose and other synthetic binders. The backing or base is of tough, heavy, asphalt-saturated felt which is commercially waterproof and will not rot under any ordinary floor conditions. The wearing surface is united to the back by heavy pressure and friction. The resulting bond is more than adhesion—in fact, the two surfaces are so closely united that it is impossible to tear them apart at the line of joining. **USES**—The diversified applications of Chromalin are explained on page 8.

CHROMALIN QUALITIES

DECORATIVE AND DURABLE

Chromalin combines two features—beauty—from the standpoint of color, pattern, and finish—and extreme durability.

The tough surface tread on Chromalin gives tremendous resistance to wear. The service or life of Chromalin under any normal conditions is superior dollar for dollar to the best quality of light-weight inlaid linoleums now on the market.

PERMANENT PATTERNS

The designs and finish of Chromalin are always sharp and lustrous. The colors penetrate through to the backing and give the pattern a permanency equal to the life of the material itself. Some of the colors and patterns are illustrated on the following pages.

LASTING SMOOTHNESS

Chromalin is made with a smooth, hard-wearing surface. Since the Chromalin surface tread is made up of finely ground particles, there are no fibres to be roughed up by wear. Also the nature of this surfacing material is such that the more it is used the smoother and denser it becomes.

The surface of Chromalin will remain smooth during its entire life, and smooth floors are easy to clean, because dirt does not stick as hard to a smooth surface.

WATERPROOF

The finely ground particles in the surface tread are so completely surrounded by waterproof materials that the finished product is itself extremely waterproof.

ALL IN ONE SHEET

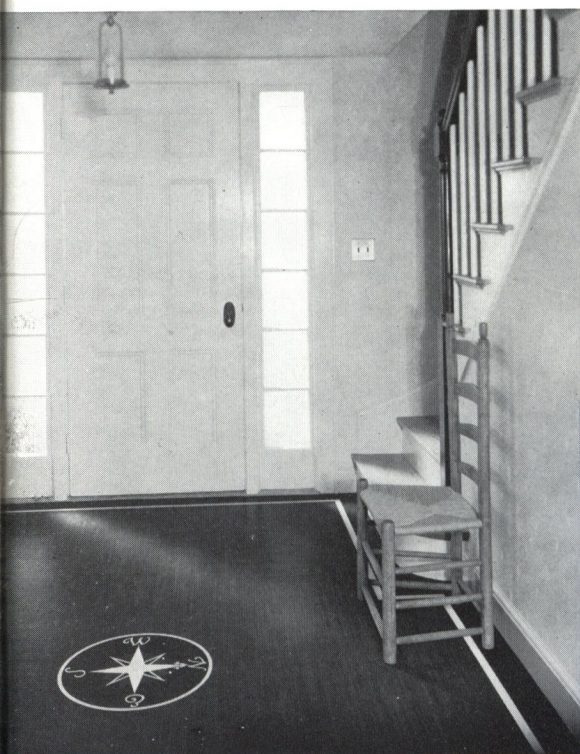
The surface tread of Chromalin is all in one continuous solid sheet. There are no small pieces of the design to become loosened by wear, nor are there joints in the design which may crack if the material is bent too sharply in laying.

A FLAT-LAYING FLOOR

Because of its continuous flexibility and waterproofness Chromalin makes a flat-laying floor even when laid loose. Its normal expansion and contraction is the same as ordinary smooth resilient floor coverings. For this reason it is not necessary to cement Chromalin, although for commercial installations we recommend it as giving better results.

IMPROVES WITH AGE

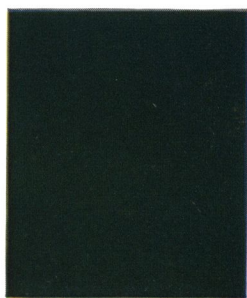
Chromalin has a tough, dense surface tread which does not become brittle, nor deteriorate with age. It ages very slowly and retains its flexibility for a long time.



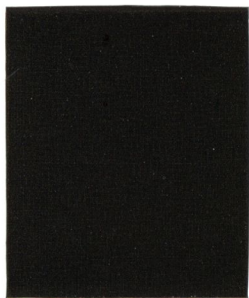
MODERN INTERIORS DEMAND . . .

Chromalin is a new floor covering ideally

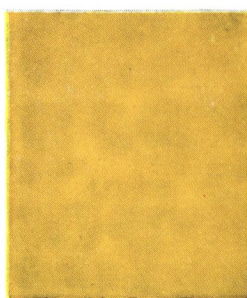
BIRD CHROMALIN PLAIN



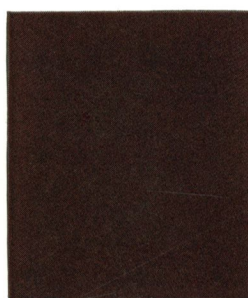
NO. 10
CHROME GREEN



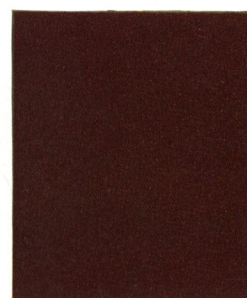
NO. 6
BLACK



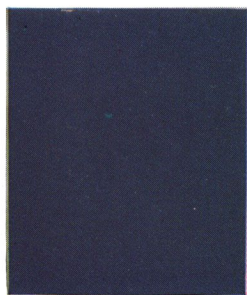
NO. 18
YELLOW



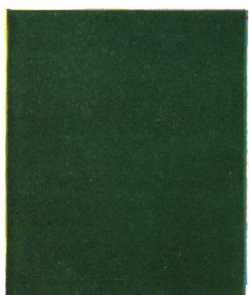
NO. 11
SEAL BROWN



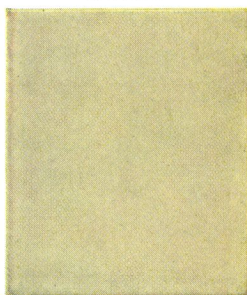
NO. 17
TERRA COTTA



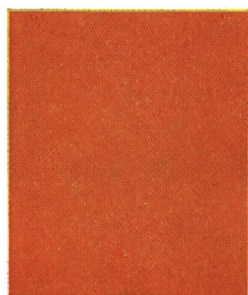
NO. 13
TURQUOISE BLUE



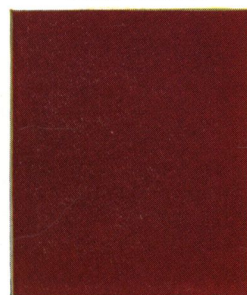
NO. 19
EMERALD GREEN



NO. 8
EGG SHELL



NO. 7
ORANGE



NO. 15
CRIMSON

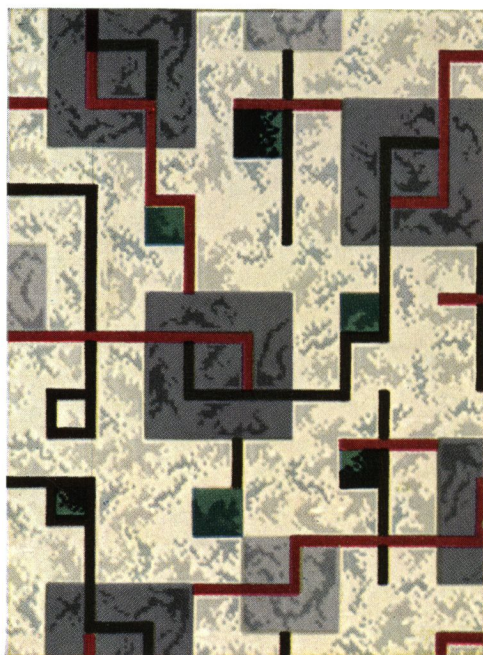
A WIDE SELECTION . . . The Bird Chromalin line includes a wide selection of accepted colors in plain and jaspé effects. It comes in 8/4 (two yards wide).

BIRD CHROMALIN PATTERNS

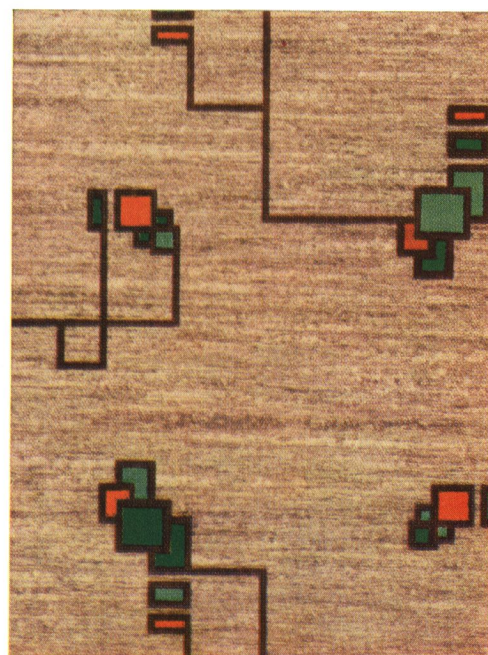
The versatility of design and color treatment shown in the Chromalin line of patterned floor coverings offers splendid material for the planning of unusual and interesting floors.

This floor covering, too, comes in both 8/4 (two yard) and 12/4 (three yard) widths.

Only four of these patterns are illustrated. There are over twenty other Chromalin Patterns available in tile effects, marbleizations, moderns, and texture type design.



No. 346—2 yds. wide, 8/4
No. 0346—3 yds. wide, 12/4

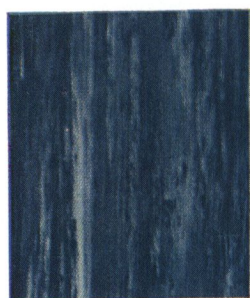


No. 461—2 yds. wide, 8/4 only

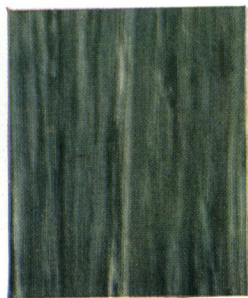
DECORATIVE COLORFUL FLOORS

adapted for use in the modern home.

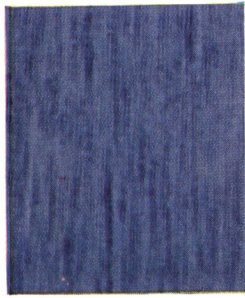
BIRD CHROMALIN JASPÉ



NO. 32
TURQUOISE BLUE



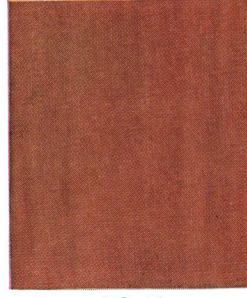
NO. 30
CHROME GREEN



NO. 53
FRENCH BLUE



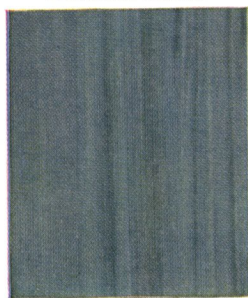
NO. 54
GRAY



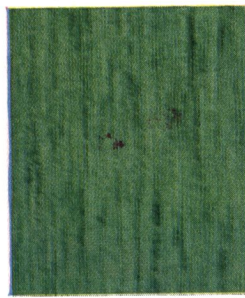
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RUST



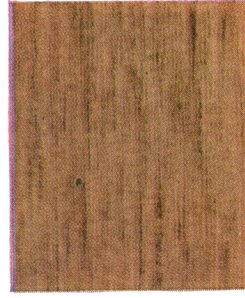
NO. 56
BLACK



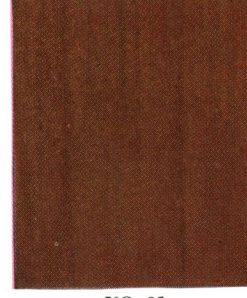
NO. 33
POWDER BLUE



NO. 50
LEAF GREEN



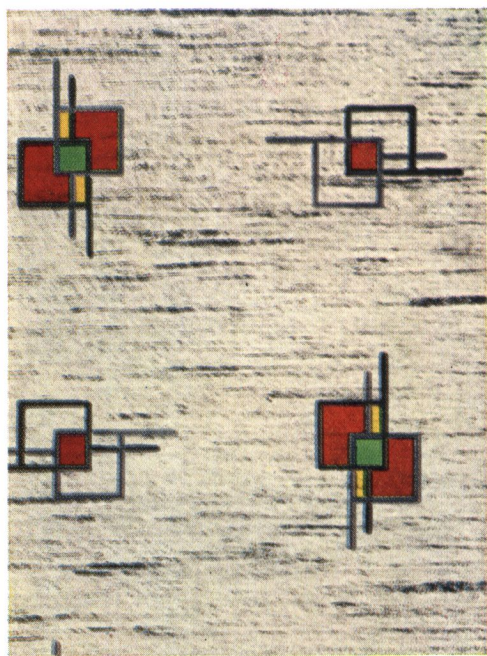
NO. 51
TAN



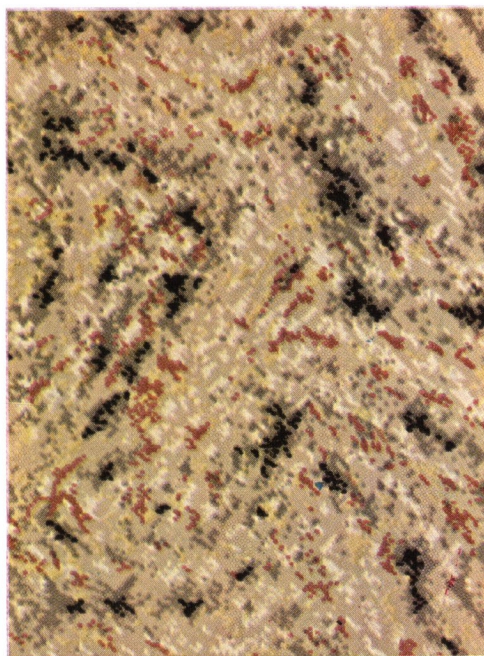
NO. 31
SEAL BROWN

Whether used alone or with border and feature stripping or Chromasets (*see pages 6 and 7*) countless interesting and attractive floor treatments are possible with Plain and Jaspé Chromalin.

BIRD CHROMALIN MARBLEIZED



No. 456—2 yds. wide, 8/4 only



No. 271—2 yds. wide, 8/4 only

The carefully selected "field color" tones of Marbleized Chromalin blend beautifully with any type of modern interior. Available in two widths—8/4 (two yards wide) and 12/4 (three yards wide).

Bird & Son, Inc. will be glad to furnish a sample book, showing accurate color reproductions on request to our main or branch offices.



CUSTOM MADE
CHROMASET

BIRD CHROMASETS

A wide selection of Chromasets is available as standard products. These range in size from 5 to 18 inches. One-, two- and three-color combinations in squares, circles, and assembled borders, distinctive floor plan units and custom designs made to order, offer splendid material for the design of interesting and colorful floor treatments.

Bird Chromasets are all perfectly cut, assembled, and mounted on a cheesecloth backing ready to be laid. To install them it is simply necessary to score around the outside

edge (circle or square) and set the Chromaset into the cut-out area, tight and perfectly fitted.

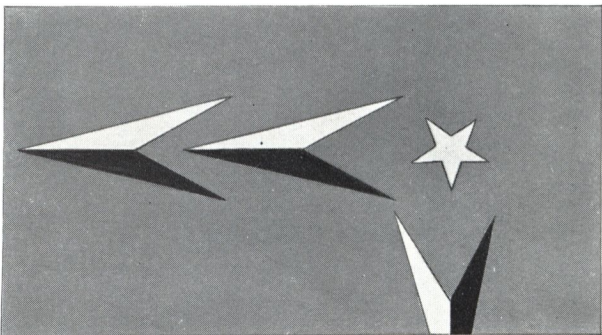
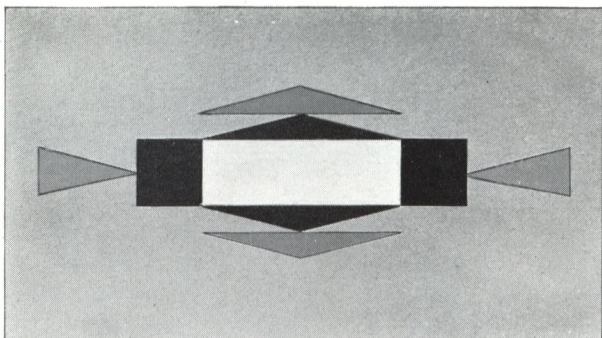
CUSTOM MADE

Chromasets can be made up especially for any decoration problem. These illustrations are examples of recent installations. The Bird Design Service Department will gladly assist you by presenting carefully planned floor ideas.



COMPASS—18"

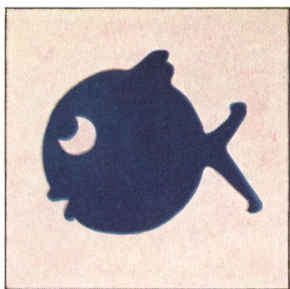




FLOOR PLAN UNITS

With the use of these simple design units, many interesting effects can be achieved. Illustrated are the star, the wave, and a two-triangle combination.

The following colors are offered. Eggshell, Black, Yellow, Turquoise Blue, Emerald Green, Crimson Red and Orange.



FISH—9"



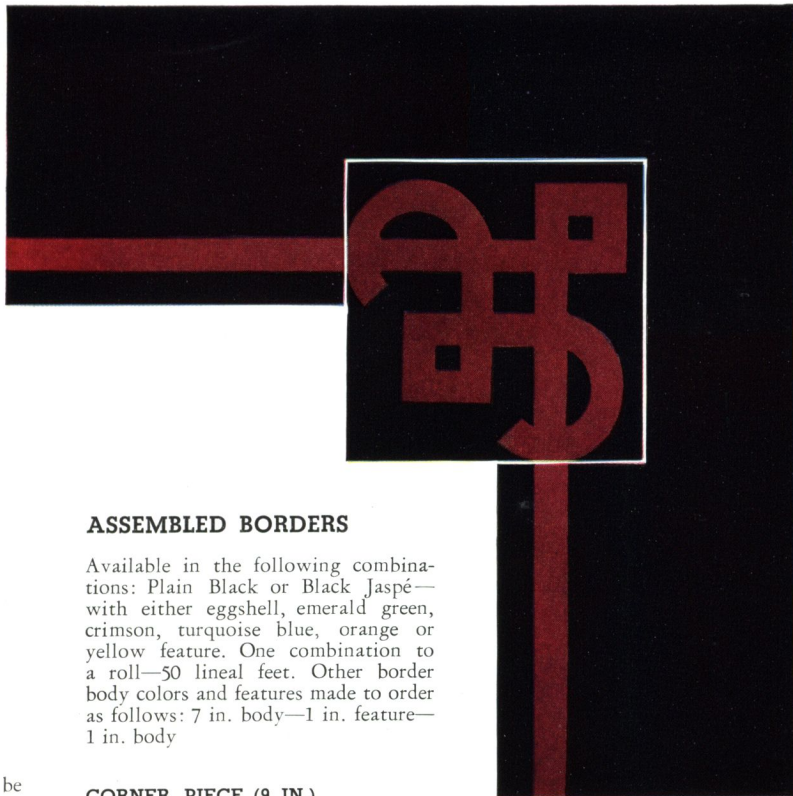
FLOWER POT—9"



ANCHOR—9"



WREATH—9"



ASSEMBLED BORDERS

Available in the following combinations: Plain Black or Black Jaspé—with either eggshell, emerald green, crimson, turquoise blue, orange or yellow feature. One combination to a roll—50 lineal feet. Other border body colors and features made to order as follows: 7 in. body—1 in. feature—1 in. body

CORNER PIECE (9 IN.)

Available in packages—eight to a package, four of each combination in corresponding colors.

9 IN. CHROMASETS

Three to a package, one of each combination, except as noted.

Star—Black, Egg Shell and Crimson.

Bird†—Turquoise Blue and Yellow.

Tea Cup—(a) Black, Egg Shell and Crimson.

(b) Black, Egg Shell and Emerald Green.

Fish, Boat, Sea Horse,

Anchor and Wreath—Black, Egg Shell and Turquoise Blue.

Flower Pot—Black, Emerald Green and Yellow.

Water Jug—(a) Turquoise Blue, Egg Shell and Yellow.

(b) Black, Egg Shell and Crimson.

Geometric†—Black with Egg Shell, Emerald Green, Crimson, Turquoise Blue or Orange and reverse.

†Four to a package. Two of each combination.

18 IN. CHROMASETS

Compass and Ship's Wheel—Black and Egg Shell with Crimson or Turquoise Blue.

Tea Set—Black with Orange and Yellow or Turquoise Blue and Egg Shell.

Three to a package. One of each combination.



The use of feature stripes adds length and high spots to the displays.

COMMERCIAL USES OF BIRD CHROMALIN FLOORINGS

Especially Recommended for Small Specialty Shops, Beauty Parlors, Show Rooms, Radio Stations, Tea Rooms, Offices and Foyers, and Other Similar Installations Where Traffic Conditions Are Moderate

Easy to clean, long wearing, absolutely waterproof, and with clear bright colors that extend all the way through to the backing, Bird Chromalin, if properly laid and cared for, will make a floor covering installation certain to give real and lasting satisfaction.

The one exception to this statement would be in cases where traffic conditions are too severe to permit satisfactory results from a medium-weight floor covering. Chromalin, at a fraction of the price, is not expected to give the same wear as heavy linoleums. But for installations where initial cost is an important factor and normal conditions prevail, there is no more efficient, more decorative floor covering on the market today than Bird Chromalin.



CHROMALIN APPLICATION

Lay Chromalin over suspended wood or concrete floors or metal, but not over wood or concrete floors directly in contact with the ground, or below grade.

PREPARATION OF FLOOR

Wood floors should preferably be double floors, the top boards of well seasoned, dry, tongued and grooved flooring, not over 4 in. wide and toe nailed.

Old wood sub floors having worn or loose boards should be repaired and nailed, and sanded if necessary to remove unevenness and high edges of the floor boards. Oil, varnish, wax, and heavy applications of paint should be removed by washing with Oakite, etc., and thoroughly rinsed and sanded.

Concrete sub floors must be fully cured and should be clean and smooth. Test for dryness. Fill cracks and joints with plaster or Paris crack flour.

APPLICATION OVER WOOD FLOORS

Keep Chromalin at 70° F. for 24 hours before unrolling. Lay on its side before unrolling. Building should be maintained at 70° F. while laying. Over the floor, preferably across the boards, lay Bird $\frac{3}{4}$ -lb. Lining Felt. Fit carefully to the side walls and butt the joints. Paste, using a notched rubber spreader, with linoleum paste, carefully covering all areas, and roll thoroughly with a 150-lb. roller. Over the lining felt roll out a length of Chromalin, fitting the first length to the side wall, preferably across the lengths

of lining felt. Avoid seams in the Chromalin over seams in the lining felt. Spread linoleum paste as before and roll thoroughly. Lay the second length slightly lapping the first and cut through the lower sheet, using the upper edge as a guide. Complete the floor with additional lengths of Chromalin, rolling each to obtain adhesion over all areas, and weight the seams.

OVER CONCRETE FLOORS

Chromalin may be laid directly, using linoleum paste, or by first laying Bird $\frac{3}{4}$ -lb. Lining Felt, proceeding as described for wood floors.

OVER METAL

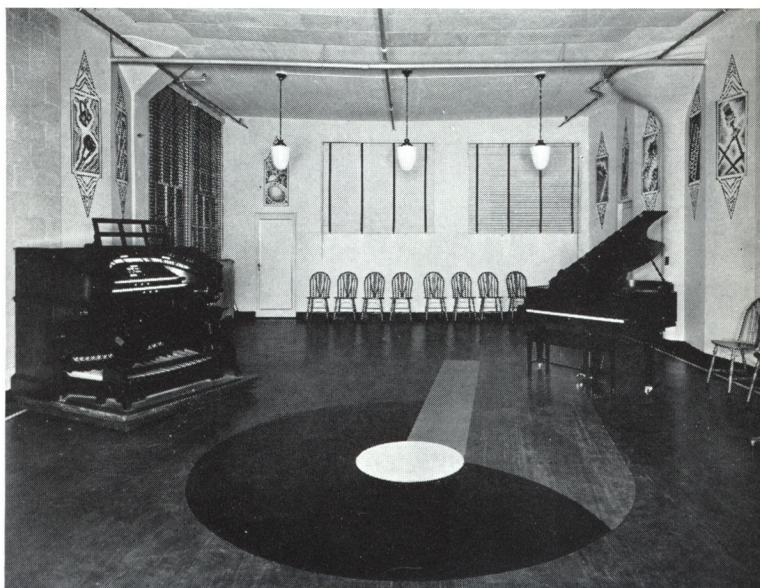
Clean the metal of all oil, grease, paint and scale, down to the metal itself. Lay directly, using B. & B. Chemical Company No. 292 C Cement.

PROTECTION AND CARE

Chromalin should be protected from legs of chairs by swivel gliders of 2 in. diameter and office desk chairs by 2 in. rubber ball-bearing casters.

Wash the floor as necessary with mild soaps and rinse carefully. Waxing is recommended. For commercial installations "hot" waxing is preferred. Ordinarily a solvent or a self-polishing wax will be sufficient.

NOTE: It is advisable to have installations made by Bird Authorized Contractors.



PERMATRED

THE NEW BIRD FLOOR COVERING

... Remarkably Moderate in Price
... Unusually Durable
In Sheet Form or in 9" and 12" Tiles

**FOR OFFICE AND INDUSTRIAL BUILDINGS,
STORES, WAREHOUSES, SCHOOLS,
HOSPITALS, GAME ROOMS**

WHAT IS PERMATRED?

Permatred is a new development in the field of resilient floor coverings. It is an economical product, designed primarily for commercial and industrial floors where economy, durability, and ease of cleaning and upkeep are essential requisites.

Permatred is a tough mastic made of very finely ground mineral and coloring pigments, the particles of which are held together by strong natural and synthetic binders, such as pitch and resin. This wearing surface is applied to a base of heavy asphalt-saturated fourdrinier felt, which is commercially waterproof and will not rot under ordinary floor conditions.

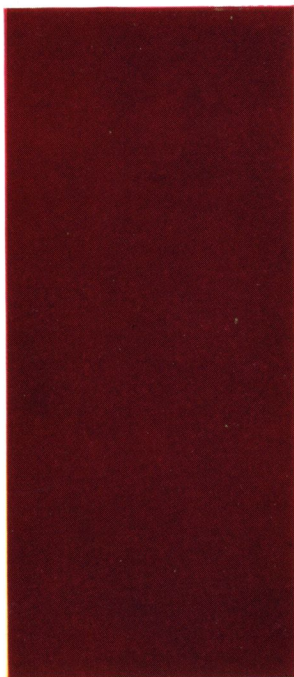
Permatred is to be used to prolong the life and reduce the cost of maintenance of any type of commercial or industrial floor. The wearing surface is of the thermoplastic type, which is so well known for its durability; it will show dents, mars, and scratches under rough treatment and use, but because of the self-healing nature of the wearing surface it will retain its value and utility.

Permatred is made in attractive plain colors in rolls 36 in. wide, and in tiles. Additional decorative effects may be obtained by the use of Chromalin Borders, Feature Strips, and Chromasets with Permatred.*

USES

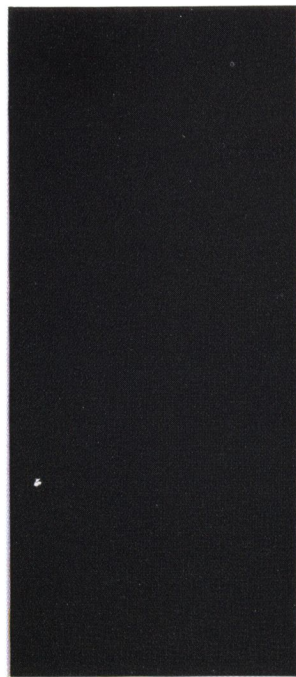
Permatred is particularly suitable for office buildings and can be used satisfactorily in stores, either in front or behind the counters, except where oil or grease might be spilled on the floor. It is recommended for use in schools, hospitals, public buildings, factory buildings, and warehouses. In the case of factory buildings and warehouses, however, particularly where the material is to be subjected to heavy loads and rough treatment, the surface undoubtedly will become marred and dented, but it will withstand severe use and retain its utility, protecting the floor and providing a surface which is free from splinters and dusting, and one which is attractive and easy to clean.

**Refer to pages 6 and 7 this catalog on Chromasets.*



No. 15—2 yds. wide, 3/4 only

RED—36 Ins. Wide
9" and 12" Tiles



No. 6—2 yds. wide, 3/4 only

BLACK—36 Ins. Wide
9" and 12" Tiles



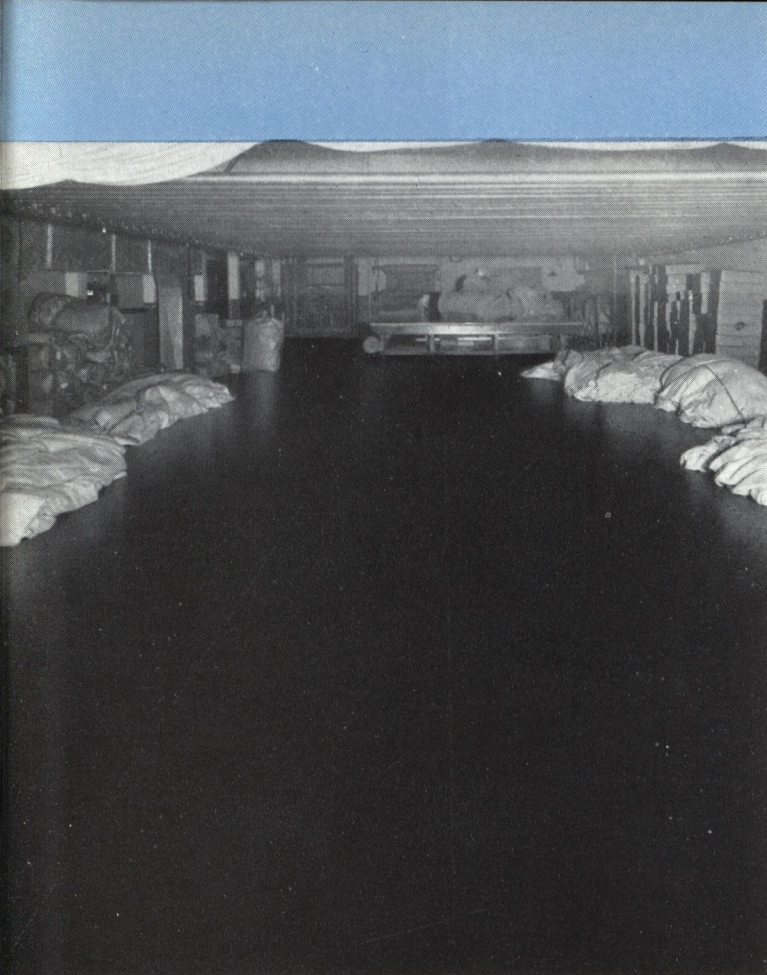
No. 10—2 yds. wide, 3/4 only

GREEN—36 Ins. Wide
9" and 12" Tiles



No. 11—2 yds. wide, 3/4 only

BROWN—36 Ins. Wide
9" and 12" Tiles



WHERE PERMATRED MAY BE LAID

Over wood or concrete floors, above grade, which are well ventilated beneath. Over concrete floors on or below grade, floors which are normally dry and where no water pressure exists; if floors are wet or excessively damp, Permatred should not be laid. Permatred should be kept at a temperature of 70° for 24 hours before unrolling.

PREPARATION OF FLOORS

Wood floors should be clean and free from loose or splintered boards. Nails should be set below the surface and the cracks filled. Sanding is the best way to smooth high spots; the smoother the floor the better will be the appearance of the Permatred.

Concrete floors above grade should be steel-trowel finished, fully cured, and clean. Cracks and crevices should be filled and smoothed. If floor tests alkaline, wash with a 10% solution of muriatic acid and allow to dry.

Concrete on or below grade should be tested for alkalinity. Sprinkle a few drops of 1% phenolphthalein or ethyl alcohol on various parts of the floor. If these turn pink, wash the floor with 10% solution of muriatic acid and allow it to dry. Prepare the floor as for above grade application.

MATERIALS FOR LAYING

Linoleum pastes and cements are *not* suitable for laying Permatred. For wood and concrete floors above grade we recommend *Bird Cut-Back Asphalt Cement*. For on or below grade application use only Bostik 292 C Cement for cementing Permatred, proceed in special cases with 421 A Bostik Primer.

LAYING OVER WOOD FLOORS AND CONCRETE ABOVE GRADE

Roll out a length, preferably across the floor boards, and fit to walls. If laid lengthwise of floor boards, be careful not to have a seam over a joint in the wood floor. Sand bag the first length in place, roll out a second length, overlapping the edges slightly and, using the top edge as a guide, cut through the under sheet. Using Bird Cut-Back Asphalt, cement the first length in place and proceed with laying of the floor. Roll the Permatred thoroughly.

LAYING OVER CONCRETE ON OR BELOW GRADE

If the conditions as to dampness are as prescribed, proceed with the laying as in the case of above grade applications, using 292 C Bostik Cement for cementing the Permatred. Use a smooth-edged spreader, spread evenly to obtain a continuous film, avoiding thick or thin spots. The success of the installation depends upon completely covering the entire floor with cement. Any uncovered area may cause failure of the installation.

Over concrete floors which are crumbly or which prevent the 292 C Bostik Cement from wetting the concrete apply 421 A Bostik Primer with a smooth-edge spreader, being careful to cover the entire area including all corners, and allow the 421 A Primer to dry over night. Take pains to roll in the Permatred thoroughly before the 292 C Bostik Cement has lost its tack.

LAYING TILES

Use the same materials and directions as for Permatred in rolls.

CARE AND MAINTENANCE

Wash with soaps such as Ivory or Lux and rinse thoroughly with clean water. Use a self-polishing or water wax for refinishing. Do not use sweeping compounds which contain oil.

Legs of tables, desks and chairs should be equipped with proper casters or gliders to prevent denting. For office chairs ball-bearing swivel casters with 2 in. rubber wheels are recommended.

NOTE: It is advisable to have installations made by "Bird Authorized Contractors."

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Robert Vail Cole Jr, AIA
1962 - 2011



BIRD AND SON, inc.

Established 1795

FLOORING DIVISION

EAST WALPOLE, MASS.

NEW YORK

CHICAGO

BIRD PRODUCTS

The great number and variety of Bird Products testify to the vast manufacturing experience supporting every article you use, made by Bird & Son, inc.

The most familiar Bird Products are Asphalt Roofings and Building Papers, Asphalt Mineral Surfaced Shingles and Sidings, printed Felt Base Floor Coverings, Solid Fibre and Corrugated Shipping Containers, Shoe Cartons, Paper Flower Pots and Index Board.